

**TOWN OF MOUNTAIN VILLAGE
 BUSINESS DEVELOPMENT ADVISORY COMMITTEE (BDAC) MEETING
 TUESDAY May 12, 2020, 11:00 AM
 TO BE HELD REMOTELY VIA ZOOM WEBINAR**

<https://zoom.us/j/92125761929?pwd=SFJONmRhRm82O2wwWE05eHdmSF12OT09>

(see login details below)

AGENDA

Item	Time	Min	Presenter	Type	
1.	11:00				Call to Order
2.	11:00	5	Caton	Action	Approval of the May 7, 2020 Minutes
3.	11:05	5	Caton	Informational	Economic Recovery Committee Update
4.	11:10	5	Dohnal		May 12 Merchant Meeting Update
5.	11:15	40	Dohnal/Wise	Informational	COVID-19 BDAC work plan discussion, focusing on: <ul style="list-style-type: none"> • delivery assistance • Village Center outdoor space enhancement • inventory assistance • rent relief programs
6.	10:45	5	Caton	Informational	Other Business
7.	11:00				Adjourn

Links to reference:

Merchant Meeting survey [results](#)

Mountain Village COVID-19 business survey [results](#)

To join the Zoom Webinar Meeting from Computer or Mobile Device download the Zoom App in the Appstore or go to the link below.

Zoom webinar.

When: May 7, 2020 10:00 a.m. Mountain Time (US and Canada)

Topic: Business Development Advisory Committee Meeting

Please click the link below to join the webinar:

<https://zoom.us/j/92125761929?pwd=SFJONmRhRm82O2wwWE05eHdmSF12OT09>

Or iPhone one-tap :

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Or Telephone:

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Meeting ID: 921 2576 1929

Password: 355918

International numbers available: <https://zoom.us/j/92125761929>

Please note that times are approximate and subject to change.

Public Comment Policy:

- The Town Council will take your comments during all virtual Town Council meetings through the zoom conference app for items proper to receive public comment via the written comment feature on zoom.
- Please do not comment until the presiding officer opens the agenda item to public comment. Public comments submitted outside of the proper time may not be considered.
- All those wishing to give public comment must identify their full name and affiliation, if any, to the Town of Mountain Village.
- Please keep your comments as brief and succinct as possible as they will be read aloud at the meeting. Please refrain from repeating what has already been said by others in the interest of time. You may simply state that you agree with a previous speaker's comments.
- Commenters shall refrain from personal attacks and maintain a civil tone while giving public comment.

**TOWN OF MOUNTAIN VILLAGE
MINUTES OF THE May 7, 2020
BUSINESS DEVELOPMENT ADVISORY COMMITTEE MEETING DRAFT**

The meeting of the Business Development Advisory Committee (BDAC) Meeting was called to order by Dan Caton on Thursday, May 7, 2020, at 10:04 a.m. through the online meeting platform, Zoom.

Attendance:

The following BDAC members were present:

Zoe Dohnal, Mountain Village Business Development Department staff representative
John Miller, Mountain Village Planning and Development Services staff representative
Laila Benitez, Mountain Village Town Council
Dan Caton, Mountain Village Town Council
Sherri Reeder, Telluride Ski Resort staff representative
Michael Doherty, Mountain Village merchant representative
Garrett Brafford, Telluride Mountain Village Owners Association (TMVOA) staff representative

Consideration of Approval of Minutes:

April 27, 2020, BDAC Meeting Minutes

On a **MOTION** by Sherri Reeder and seconded by Laila Benitez, the BDAC voted unanimously to approve the April 27, 2020 meeting minutes as presented.

Discussion and Committee Follow Up/Next Steps:

- Agenda Item 3- Economic Recovery Committee Update
 - Dan Caton presented this item and discussion took place
 - Business owners seem unprepared.
 - Zoe Dohnal was **DIRECTED** to be on top of business communication and be a strong business liaison.
 - San Miguel County is looking to hire a point person to assist businesses and unmet needs group.
 - Employee training does not seem to be a focus of these groups.
 - Dan Caton mentions the Town of Mountain Village will recommend face masks but there are no plans to pursue an ordinance requiring face masks.

- Agenda Item 4- COVID-19 BDAC work plan discussion
 - Zoe Dohanl and JD Wise presented this item and discussion took place.
 - Village Center Outdoor Space Enhancement

- JD Wise and Zoe Dohnal were **DIRECTED** to look into a mixture of family-friendly seating, specifically by the Village Pond Plaza, hang out pods, soft scaping items, lighting, between 25 to 30 sets of seating, and self sanitation stations throughout the plazas.
 - JD Wise and Zoe Dohnal were **DIRECTED** to provide a plan, map, equipment examples, potential cost, and staffing to Town Council at the Thursday, May 14 Council meeting.
 - Delivery Assistance
 - TMVOA is continuing discussion with their board regarding the utilization of Dial-a-ride for delivery assistance.
 - TMV will only utilize the transportation department as a last resort
 - Zoe was **DIRECTED** to talk with Postmate to see how their system could be used to assist MV restaurants, grocery, and pharmacy deliveries.
 - Zoe was **DIRECTED** to talk with Telluride Express to see what they are currently working on in regards to a delivery system.
 - Inventory Assistance
 - Zoe was **DIRECTED** to purchase a mask for the patrons of the MV farmers market.
 - JD was **DIRECTED** to provide a price proposal for mask and thermometers for the May 14 Town Council meeting.
- Agenda Item 5- May 12 Merchant Meeting agenda and packet discussion
 - Zoe Dohanl presented this item and discussion took place.
 - Agenda Item #2 *SMC Health & Safety Directives* will be removed.
 - Zoe was **DIRECTED** to provide the committee with the list of pre-submitted questions for agenda item #4 for feedback by Friday, May 8.
- Agenda Item 8- Other Business
 - Laila reminded everyone of the Intergovernmental Worksession Hosted by San Miguel County taking place on Monday, May 11, 2020, at 1:30 pm.
 - There being no further business, on a **MOTION** by Zoe Dohnal and seconded by Laila Benitez, the BDAC unanimously to adjourn the meeting at 11:25 a.m.

Reminder:

The next BDAC meeting will take place on Tuesday, May 7, 2020, at 11:00 a.m. via Zoom Webinar, details below.

Join Zoom Meeting

<https://zoom.us/j/92125761929?pwd=SFJONmRhRm82O2wwWE05eHdmSF12OT09>

Meeting ID: 921 2576 1929

Password: 355918

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Meeting ID: 944 3098 9985

Password: 758462

Find your local number: <https://zoom.us/j/94430989985>

Respectfully submitted,

Zoe Dohnal

Business Development & Sustainability Sr. Manager
Town of Mountain Village



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455 Mountain Village Blvd. Mountain Village, CO 81435
(970) 369-8236

TO: Business Development Advisory Committee

DATE: May 11, 2020

FROM: Zoe Dohnal, Business Development and Sustainability Senior Manager

RE: COVID-19 BDAC work plan discussion

Introduction

- As we continue to enhance our COVID-19 BDAC work plan, it is important to discuss the details of execution on our high-priority items. This memo will provide additional details regarding:
 - Delivery assistance
 - Rent relief programs

Attachments

- a) [2020 DRAFT COVID-19 Work Plan](#)

Delivery Assistance

- **Telluride Express Update:**
 - Telluride Express is currently developing an eCommerce/delivery app called Heyo. At the moment, the idea is still in the concept phase and it maybe 60 days or more before testing can begin.
 - The model will be membership-based. Visitors and locals can become a member of Heyo to have a one-stop-shop for all eCommerce. Anything with a delivery option, Telluride Express would be able to facilitate.
 - It is an API structure that would integrate with the POS systems retailers and restaurants already have in place.
 - During Telluride Express's initial discussions with business, it seems food delivery has been of little interest. It seems patrons want to get out of their houses and do the curbside pick up during the Safer at Home orders, should we go back to Shelter in Place, delivery would be at more demand.
 - Membership may be free for the first year, also membership may have an unlimited taxi service.
- **[Postmates Update:](#)**
 - Postmates is an eCommerce platform and a DSP (delivery service provider). They



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are located in every major city in the United States. Mountain Village is a much smaller population they usually serve.

- Postmates usually sets up all participating vendors by creating a Postmates profile, photographing their menu/retail items if needed, providing them with a Postmates POS system, and connecting them with their (DSP).
 - This is usually at a cost of 30% profit sharing. Should all services stay the same they would lower that to 15% in Mountain Village
 - Outsourcing delivery will cut the commission. They would still require credit card processing fees at 2.5% (as all transactions are processed through their system), a fee for set-up support and account management
 - Their platform can also be used for a pick-up only system while their commission is significantly reduced.
 - They require community support - all food needs to be photographed, listings created, adaptation and awareness. Engaging the operators of all hotels and short-term rentals. Postmates would need to create an environment for the platform to work. The app could be utilized by participating vendors to engage the community in a variety of ways. Showing specials or events.

Rent Relief Programs

- **BRECKENRIDGE – Rent Relief Program**
 - **Program Type:** Grant for rent assistance
 - **Overall pool of funds:** \$1 million
 - **Maximum amount to be awarded:** Up to \$4,000
 - **Program Overview:** Rent will be paid up to \$4,000. Any business owner that also owns their building or unit will receive \$2.58 per square foot up to \$4,000
 - **Who is Eligible:**
 - Businesses must currently be closed by Summit County Public Health Order and unable to operate from home. Businesses offering limited take-out and/or mail order are eligible. A business that can function remotely will not be considered at this time.
 - Business must normally be open all year
 - Ownership entity must employ 35 or fewer full-time equivalent staff based on your 2020 BOLT license reporting.



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- A letter from the landlord must be provided stating there will be a rent reduction, rent deferment, or a combination of the two for at least one month. The landlord must also agree to not attempt an eviction process for failure to pay rent for at least 60 additional days after receiving this grant from the Town of Breckenridge. Owner-occupied businesses will need to provide documentation of owning the unit.
- **FRISCO – COVID-19 Business Assistance Grant Program**
 - **Program Type:** Grant
 - **Overall pool of funds:** \$500,000
 - **Maximum amount to be awarded:** Up to \$5,000
 - **Program Overview:** The goal is to help businesses bridge the gap in funding while waiting for Federal and State assistance, by providing immediate funds to pay for essential business-related expenses such as rent or mortgage payments, utilities, payroll, and other business expenses. The grant amounts will be determined based on and not exceed a business's monthly rent or mortgage payment
 - **Who is Eligible:**
 - Applicant business must have severely limited operations as a result of one or more of the public health orders related to COVID-19
 - Applicant business must have a current and valid Town of Frisco business license issued on or before March 1, 2020.
 - Applicant business must have had a physical (not solely virtual) location within the Town of Frisco.
 - Applicant businesses must have had no more than 50 employees or independent contractors engaged in work for the business on March 1, 2020.
 - Applicant business must be able to attest that an application has been made for Small Business Administration relief authorized under the CARES Act Economic Injury Disaster Loan Program for assistance in the amount of \$10,000 (a federal grant).



2020 **DRAFT** COVID-19 Work Plan

Business Development Advisory Committee

The COVID-19 Work Plan has been compiled as a tool to help the Business Development Advisory Committee (BDAC) plan for future potential impacts to local businesses, help with the strategic allocation of resources to aid in recovery, and guide communication around specific decisions and actions. Specific elements found within the Work Plan are intended to help identify changing business climates over time and to help target specific activities and goals to best suit issues as they evolve.

Finalizing a work program helps the Committee prioritize work. It does not mandate project completion, nor does it preclude work on other projects not identified. Having this flexibility, together with support from the Council and other stakeholders, helps the Committee best serve the community.

Typically, much more work is identified on a work program than can be accomplished in any given year. Given the complexities facing the Town of Mountain Village and the local business community, staff will work to prioritize any feasible project that is deemed effective in assisting local businesses in a fiscally responsible way.

HIGH PRIORITIES

1. Economic Development Incentives – Town Resources

Priority Ranking	Action Item	Sub-Action Item	Team Member(s)	Date Completed
1	Demographic & Data Assistance	<ul style="list-style-type: none"> Survey business to understand current needs and hardships 	Zoe Dohnal/ John Miller	4.27.20
2	Focused Merchant Meetings	<ul style="list-style-type: none"> Ensure merchants are sharing information on operation strategies. Position TMV and TMVOA to answer any questions and provide appropriate resources. 		5.12.20 Ongoing
3	Fee waivers and payment deferrals	<ul style="list-style-type: none"> Sales tax deferral Business license waivers Rent relief program 		5.20.20

4	E-newsletter / blog	<ul style="list-style-type: none"> Business e-newsletter (incorporated into the COVID-19 e-newsletter) Zoe Dohnal 		On-going
5	Parking / Transit	<ul style="list-style-type: none"> Remove parking fee to encourage visitors to the MV center 	Parking Committee representatives	To be completed in the next few months
6	Village Center outdoor space enhancement	<ul style="list-style-type: none"> Additional outdoor seating areas – lighting, canopies, etc. Potential pop-up structures 		To be completed in the next few months

Postponed Action Items:

- Conference Center
 - Co-working space
 - Commercial Kitchen
- Planning Fee Waivers
 - Development Fee Rebate

2. Business Retention

Priority Ranking	Action Item	Sub-Action Item	Team Member(s)	Date Completed
1	Ecommerce Assistance	<ul style="list-style-type: none"> Providing resources to businesses to help them succeed in the 'new normal'. This will include consulting on website creation, marketing assistance, and training. 	Zoe Dohnal	Immediately
2	Delivery Assistance	<ul style="list-style-type: none"> Exploring repurposing dial-a-ride and Town of Mountain Village transportation to be a delivery service for restaurants, the pharmacy, and perhaps retail. 	Garrett Brafford	To be completed in the next few months
3	Help with supplies	<ul style="list-style-type: none"> Assisting businesses with PPE and other inventory shortages 		To be completed in the next few months
4	Business Recognition Program	<ul style="list-style-type: none"> Formal recognition among those businesses/ employees that contributed to the economic well-being of the town and have demonstrated a commitment to the vitality. This award is not on a consistent timeline. The community can submit a nomination through an online form on the TMV website 		Long term

Postponed Action Items:

- Retention
 - Tiered Reimbursements
 - A pay-for-performance program that pays out annually to qualified businesses. This could include wage reimbursement, an award for targeted job placement, relocation reimbursements. i.e. Austin Business Expansion Incentive Program.

3. Employee Development and Job Training

Priority Ranking	Action Item	Sub-Action Item	Team Member(s)	Date Completed
1	Job Training	Training for new skills in our COVID new normal (also being contemplated by the Economic Recovery Group).	Sherri Reeder	To be completed in the next few months
2	Job Training	Telluride Foundation opportunities	Zoe Dohnal with Telluride Foundations partners	Long term
3	Job Training	Open TSG hospitality classes to the public	Sherri Reeder	Long term

Postponed Action Items:

- Job Training
 - Telluride Mountain College opportunities.
 - TIPS certification program
 - Colorado First Job Training
 - Cross-Training
 - Management Training
 - Sales tax education
- Remote Market
 - Location Mentor Employment Program.
 - How to utilize remote workforce for MV businesses.
 - How to encourage remote workers to work out of MV.

4. Marketing Opportunities and Public Outreach

Priority Ranking	Action Item	Sub-Action Item	Team Member(s)	Date Completed
1	TMV Website Enhancement	Develop a marketing strategy to help Mountain Village businesses during their recovery period.	Zoe Dohnal	Immediately
2	TMV Website Enhancement	Building out the TMV business resource page and directory	Zoe Dohnal	Ongoing

Postponed Action Items:

- Provide a menu of items of what TMV has to offer to new businesses.

5. Grant Applications that would benefit the Town's Incentives

Priority Ranking	Action Item	Sub-Action Item	Team Member(s)	Date Completed
	DOLA Grants		John Miller	Ongoing
	GOGO Grants			Ongoing
	Other Grants			Ongoing

6. COVID Economic Development Incentives – State and Regional Resources

Priority Ranking	Action Item	Sub-Action Item	Team Member(s)	Date Completed
1	Colorado Department of Economics and International Trade	https://choosecolorado.com/covid19/	Zoe Dohnal	Ongoing

LOW PRIORITIES

7. Economic Development Incentives – State and Regional Resources

Postponed Action Items:

- Understand policy barriers to why people choose where they locate their business
- [Colorado Business Resource Book](#)
- [SBDC Consulting](#)
- [Colorado Office of Economic Development & International Trade - PROGRAMS](#)
 - [Job Growth Incentive Tax Credit \(JGITC\)](#)
 - [Colorado Microloans](#)
 - [Colorado Capital Access \(CCA\)](#)
 - [Global Consultant Network](#)
 - [Job Growth Incentive Tax Credit](#)
- [Regional Tourism Act](#)
- [Sales and Use Tax Refunds](#)
- [Space to Create](#)
- [Strategic Fund](#)
- [Transferable Tax Credit](#)
- [Venture Capital Authority](#)
- [Cash Collateral Support](#)
- [Region10 Business Loan Fund](#)
- [Colorado First and Existing Industry Customized Job Training Grant Programs](#)

8. Economic Development Incentives – Private/ Commercial Resources

Postponed Action Items:

- Utilizing TSG resources
- Utilizing Madeline resources

Hotels

Daycare grants (connecting people with providers)